

WISCONSIN ARBORIST
ASSOCIATION INC.
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Greenville, WI 54942

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INTRODUCING A New 'Variety' of Tree Care Options

WAA / DNR ANNUAL CONFERENCE PROGRAM



Annual Conference & Trade Show



Annual Urban Forestry Conference

Hotel Sierra & KI Convention Center, Green Bay, Wisconsin

February 7-9, 2010

Register online at www.waa-isa.org

INTRODUCING A New 'Variety' of Tree Care Options

The WAA is proud to announce a new 'variety' to the time-tested format of the Annual Winter Conference! We have taken the proven genetics of the Annual Winter Conference and created a new format to include a wider canopy of educational opportunities. New concepts added to the conference include a two-day Introductory Track designed for those who are new to the industry or want to brush up on the basics of arboriculture. Also, the addition of a tree for the climber's corner! Come see Todd Kramer and Norm Hall not just talk about climbing principles but actually demonstrate them! Another big change is to the business meeting. Members attending the meeting will be able to give their opinions about WAA membership issues. Tell a board member what you like about the WAA, and more importantly, what you would like to see from the WAA. Anyone attending the business meeting will receive 5 FREE RAFFLE TICKETS for the Monday night raffle drawings. Speaking of raffles, step up and take a swing for the TREE Fund and get a chance to win a Nintendo Wii!

Who Should Attend?

This conference is intended for professional arborists, community foresters, nursery professionals, park and recreation directors and staff, tree care workers, landscape architects, green industry professionals, community administrators, volunteers and students. For additional information on the conference, contact Brian Pelot at 920-448-3378 or brianpe@ci.green-bay.wi.us.

Additional Information

The Wisconsin Arborist Association invites conference attendees to the opening reception and buffet on Sunday evening beginning at 4:30 p.m. in Ballroom C. TV screens will be present for the Super Bowl game.

On Monday evening, be sure to attend the social with exhibitors starting at 5:30 p.m. in the Exhibit Hall. A buffet dinner will be served. A raffle of items donated by the exhibitors will take place following the meal. Proceeds from the raffle help support the WAA's Student Scholarship Fund and the TREE Fund.

After the social, everyone is welcome at the WAA Hospitality Reception from 8:00 p.m. until 11:00 p.m.

All breaks during the conference will be with the exhibitors in the Exhibit Hall. Please browse the displays and visit with the exhibitors. Many products, from arborist gear to nursery equipment to tree inventory systems, will be on display.

Continuing Education Unit (CEU) credits are available for the ISA Certified Arborist and the NPRA Certified Park and Recreational Professional programs for presentations given throughout the entire conference.

Hotel Information

Hotel Sierra (formerly Regency Suites)
333 Main Street
Green Bay, Wisconsin
(920) 432-4555 (local) or
800-236-3330

**Conference rate – *\$99/night
for single/double/triple Suite**

*Includes full breakfast each morning in Hotel Sierra's West Atrium and two hours of complimentary beverages each evening from 5 p.m. to 7 p.m. (21 years of age and older) in the West Atrium. Attendees not staying at the hotel can purchase tickets for the breakfasts.

For the conference rate, be sure to indicate you are attending the **WAA/DNR Annual Conference**.

Please make hotel reservations before January 15, 2010. The hotel will not hold rooms beyond this date.

The Hotel Sierra and Green Bay Conference Center is located on the corner of Madison and Main Streets in downtown Green Bay. For additional directions, see page 5.

Conference Speakers

Ian Brown – City of Milwaukee Forestry Technical Services Supervisor

Linda Barcz – The Bruce Company

Carl M. Gallegos, Ph.D. – Washington College Center for Environment and Society

Norm Hall – The Care of Trees

Rich Hauer – University of Wisconsin Stevens Point

Gary Johnson – University of Minnesota

Todd Kramer – Kramer Tree Specialists

Saul Lopez – We Energies

Melinda Myers – Melinda Myers LLC

Dr. David Shetlar – The Ohio State University

Dan Traas – Ranger Services Inc. President

Christina Trombley – MBA, Director, Small Business Development Center

Dr. Christina Wells – Associate Professor, Clemson University

Mike Wendt – Milwaukee Area Technical College

Les Werner – University of Wisconsin Stevens Point

Linda Williams – Wisconsin Department of Natural Resources

Al Zelaya – The Davey Institute

Sunday, February 7, 2010

9:00 – 11:00 **WAA Board of Directors Meeting**

Meeting Room 6B, Hotel Sierra

11:30 – 4:30 **Registration**

KI Convention Center Lobby South

1:00 – 4:00 **Afternoon Workshops**

(All three workshops run concurrently.)

Session A – Risk Management in the Urban Forest – Gary Johnson

Because terms like *liability*, *negligence* and *nuisance* strike fear in the hearts of most urban forest managers, assessing and evaluating risks drives the forestry programs for many communities. This session will cover the obvious and subtle risks that managers need to address but will dwell on tactics and policies that offer opportunities for predicting and preventing problems. As a side note, it's much more than included bark and codominant leaders.

CEUs: A=3, Bp=1.5, Bm=1.5, M=3

Session B – i-Tree Workshop – Al Zelaya, Ian Brown, Carl Gallegos

The i-Tree suite of tools offers users the opportunity to apply state-of-art US Forest Service Research at multiple levels to advance local urban forestry management and advocacy efforts. Since the release of the software in 2006, many communities, consultants, educators & non-profit organizations have used i-Tree successfully. With the release of i-Tree version 3.0, users have greater options and new applications available. Learn more about the latest i-Tree upgrades and how communities are using the urban forest assessment tools to make a difference. Attendees will have a better understanding of the i-Tree tools and how they can be applied to their own situation. Dr. Gallegos will discuss the process which was undertaken in Chestertown, MD, to conduct a street tree inventory and the analysis of this data using i-Tree, for the purpose of developing an Urban and Community Forest Master Plan. It will also discuss the political process undertaken to revise the existing Tree Ordinance with the intent of updating it to facilitate implementation of this Master Plan.

CEUs: A=3, Bm=3, M=3

Session C – Arborist Certification Training

This session is open to everyone and provides a review of the ISA certification exam domains including: diagnosis, pruning, tree biology, identification, cabling and bracing, safety, fertilization, and planting in preparation for the certification exam on Monday, February 5, from 4-7 p.m. **Pre-registration for the exam is required with the ISA by January 21, 2010.** This session can help anyone learn more about the scope of arboriculture.

CEUs: A=3, M=1, U=1, T=2, Bs=1, Bp=1, Bm=1

4:30 **WAA Welcoming Reception/Super Bowl Party –** Sponsored by the Wisconsin Arborist Association

• Buffet dinner, soda, beer, cash bar

*Note – Hotel guests will receive complimentary beverages from 5–7 p.m. as part of this reception.

5:30 **WAA Past Presidents Meeting**

2009/2010 Program Committee

Brian Pelot, Chair

Mike Wendt	Eric Peterson	Laura Jull
David Graham	Richard Groeschl	Dan Traas
Jeff Boeder	Aaron Schauer	Nick Crawford
Todd Ernster	Josh DePouw	Jeff Roe
Mike Michlig	Ernie Pearson	Tracy Salisbury
Aaron Lehnert	Cory Gritzmacher	Don Kissinger

Climbing Championship Co-Chairs

Mike Wendt Gary Kohler

Exhibitors Committee

Jeff Boeder Gary Majeskie

NEW! Introductory Track

(See individual day schedules for more details.)

Monday Morning Sessions

8:30 – 10:30 **Introductory Climbing –**
Norm Hall, Todd Kramer

11:00 – 12:00 **Tree Insect and Disease Identification –**
Linda Williams

Monday Afternoon Sessions

1:00 – 2:30 **Tree Identification –** Melinda Myers

3:00 – 4:00 **Tree Planting –** Dan Traas

Tuesday Morning Sessions

8:30 – 10:00 **Tree Structure and Tree Risk Assessment –**
Rich Hauer & Les Werner

10:30 – 12:00 **Tree Structure and Tree Risk Assessment cont.**

Tuesday Afternoon Session

1:30 – 3:30 **Pruning Basics –** Small, Medium and Large Trees –
Mike Wendt

Monday, February 8, 2010

7:30 – 3:30 **Registration** – *KI Convention Center Lobby South*
 7:30 – 8:30 **Continental Breakfast with Exhibitors**
 8:30 – 9:00 **Welcome**

Morning Sessions

8:30 – 10:30 **Climbers' Corner – Introductory**
Climbing Fundamentals – *Todd Kramer, Norm Hall* CEUs: A=2, Bp=2, T=2
 9:00 – 10:30 **General – Soil Decompaction and Amendment for Urban Trees** – *Christina Wells*
 While many tree species have the potential to live for over 100 years, the average life span of an urban street tree is less than ten years. Research attributes much urban tree mortality to soil factors, particularly soil compaction. In this workshop, we'll discuss the factors that generate soil compaction, the influence of compaction on tree health, and new techniques for compaction remediation. We'll also review the findings of compaction remediation projects from the U.S. and abroad.

10:30 – 11:00 **Break**
 11:00 – 12:00 **General – Soil Decompaction and Amendment for Urban Trees** – *Christina Wells* – continued CEUs: A=2.5, Bp=1.25, Bs=1.25, T=1.25, M=1.25

Climbers' Corner – Modern Climbing Tools and Techniques – *Todd Kramer, Norm Hall* CEUs: A=1, Bp=1, T=1
Introductory – Tree Insect and Disease Identification: Where Do You Start? – *Linda Williams*
 This session will introduce you to the wonderful world of tree decline and mortality caused by insects, diseases, and abiotic factors. Learn what to look for to determine what pest actually caused the decline or damage, and what things to take into consideration as you eliminate possibilities. CEUs: A=1, Bs=1, T=1

12:00 – 1:00 **Lunch and Climber Awards**

Afternoon Breakout Sessions

1:00 – 2:30 **Session A – Pesticides & EAB** – *Dr. David Shetlar*
 Modes of action of current insecticides are quite different from the traditional organophosphate, carbamate and pyrethroid chemistries. Understanding these new modes of action leads to better usage of these powerful tools. • Some insect pests are easy to knock out, but scales, borers and mites can cause repeat callbacks. We will cover strategies to knock out these difficult pests with one treatment to minimize callbacks. • Consulting arborists have to deal with individual property owners, municipalities and government regulations when dealing with EAB. We will cover what can be done to keep ash trees alive, especially for individual property owners, yet long-term perspectives of municipalities and government agencies will also be discussed.

Session B – When Hugging Trees Is Not Enough – *Gary Johnson*
 Arborists are accused of being eternal optimists, not realizing when it's time to stop the treatments, stop the waiting for a year of recovery, stop pouring money into unworthy trees. This session will address that question, from an arboricultural perspective and urban forestry perspective, addressing the costs versus the benefits of keeping your fingers crossed. CEUs: A=1.5, Bm=1.5, M=1.5

Climbers' Corner – Work Positioning and Ascending – *Todd Kramer, Norm Hall* CEUs: A=1, Bp=1, T=1
Introductory – Tree Identification – *Melinda Myers*
 Do you have trouble finding your ash on a street lined with maples? Perhaps this class is for you! Learn the basics of tree ID. Learn about the characteristics of tree species that will help you identify trees year-round and resources available to help when you get stuck. CEUs: A=1.5, Bs=1.5, T=1.5

2:30 – 3:00 **Break**
 3:00 – 4:00 **Session A – Pesticides & EAB** – *David Shetlar* – continued CEUs: A=2.5, Bs=1.25, Bp=1.25, T=1.25, M=1.25

Session B – Wisconsin's Urban Forestry BMPs for Invasives – *Linda Barcz*
 Are you frustrated with seeing new invasive infestations every time you turn around? Learn about Wisconsin's new *Urban Forestry Best Management Practices (BMPs) for Preventing the Introduction and Spread of Invasive Species*. Discover ways you can implement these BMPs to help in the fight against invasive species. CEUs: A=1, Bm=1, M=1

Climbers' Corner – Exploring Rigging Forces – *Todd Kramer, Norm Hall* CEUs: A=1, Bp=1, T=1
Introductory – 20 Minutes in the Life or Death of a Tree: Proper Tree Planting Techniques – *Dan Traas* – Improve your urban tree planting and establishment techniques by understanding how trees work in their natural environment. Learn common misconceptions and practices that occur during planting time which lead to premature decline and death of our urban trees. Discover what a proper transplanting system is and how it will allow a tree to develop and thrive. Understand why the "20 minutes" is imperative to the life or death of our trees. CEUs: A=1, Bp=1, M=1

4:00 – 7:00 **ISA Arborist Certification Exam** – *Pre-registration is required with the ISA by January 21, 2010.*
 For more information, call Aaron Lehnert at (262) 442-7364.

4:20 – 5:20 **WAA Annual Business Meeting** – All WAA members should attend this meeting for an opportunity to learn about what is happening in the WAA, ask questions about the organization, provide suggestions, elect members to the board of directors and help conduct the business of the WAA.

5:30 – 9:00 **Social with Exhibitors** – Buffet dinner with exhibitors, with soda, beer and lotsa raffle stuff!
Note – Hotel guests will receive complimentary beverages from 5:00 p.m. – 7:00 p.m. as part of this social.

8:00 – 11:00 **WAA Hospitality Reception** – *East Atrium*

Climbers' Corner

Classes will be taught using a real tree to demonstrate techniques.

8:30 – 10:30 a.m. **Introductory Climbing Fundamentals** – A strong understanding of climbing system fundamentals and related equipment is required to advance one's climbing skills.

11 a.m. – 12 p.m. **Modern Climbing Tools and Techniques** – Modern climbing tools and techniques. Friction management will also be a focus.

1 – 2:30 p.m. **Work Positioning and Ascending** – We will look at many different solutions to the common challenges arborists face every day.

3 – 4 p.m. **Exploring Rigging Forces** – Rigging forces and how to manipulate these to our best advantage.

Tuesday, February 9, 2010

7:30 – 3:30 **Registration** – *KI Convention Center Lobby South*
 7:30 – 8:30 **Continental Breakfast with Exhibitors**

Climbers' Corner

Classes will be taught using a real tree to demonstrate techniques.

8:30 – 10:30 a.m. **Crane Use in Arboriculture** – We will discuss all of the advantages as well as challenges facing crane users in arboriculture.

Morning Sessions

8:30 – 10:00 **General** – **Forest Health Issues from 2009** – *Linda Williams*

2009 was a great year for insects and fungal diseases! Compromised trees were attacked by borers and root rot diseases, causing dieback and mortality. We will review some of the insect and disease problems from 2009, and cover recent environmental stressors on our trees and symptoms you should look for. Hear the latest on EAB and promising new research on biological control options.

CEUs: A=1.5, Bs=.75, Bp=.75, M=.75, T=.75

Climbers' Corner – **Crane Use In Arboriculture** – *Todd Kramer, Norm Hall*

CEUs: A=1, Bp=1, T=1

8:30 – 12:00 **Introductory** – **Tree Structure and Risk Assessment** – *Rich Hauer, Les Werner*

Why trees fail is predictable and how personal injury and damage to property is preventable. Learn why trees fail and how a solid understanding of tree biology is an important basis for tree risk assessment. A systematic basis for evaluating, documenting, and correcting tree defects is an important basis for a tree risk management program.

CEUs: A=1.5, Bm=1.5, M=1.5, T=1.5

10:00 – 10:30 **Break**

10:30 – 12:00 **General** – **Insect & Disease CSI: Who Done It?** – *Linda Williams*

Learn how to easily identify issues in the field when you're examining a tree with a problem. This presentation will walk you through the process I use for field diagnoses. We will review common problems causing tree decline and mortality, and how you can do your own sleuthing to find the problem, as well as how to take samples to submit for testing (when you just can't figure it out). Learn what these diagnoses can tell you about treatment options, tree longevity, and whether the problem is acute or chronic. Come enjoy the presentation and see if you can figure out "who done it."

CEUs: A=1.5, Bs=.75 Bp=.75, M=.75, T=.75

Introductory – **Tree Structure and Risk Assessment** – continued

12:00 – 1:30 **Awards Luncheon**

Afternoon Breakout Sessions

1:30 – 2:30 **Session A** – **Building Your Message: Enhancing Promotions with Key Benefit Statements** – *Christina Trombley*

When you understand the difference between product features and product benefits, you can strengthen your marketing message. Customers are interested in the benefit of your product. Learn to use this marketing strategy to your advantage to successfully market your business.

CEUs: A=1, Bm=1

1:30 – 3:30 **Session B** – **Round Table Discussion – EAB Management Options – What are your neighbors up to?**

Ian Brown (insecticide treatment), *Mike Michlig* (pre-emptive removals), *Matt Riberich* (small community perspective), *Mark Freberg* (Green Bay's experience), *Chris Clark* (Brown County collaborative effort)

EAB has taken up residence in communities scattered across WI and will probably arrive in your community sooner than you think. Come and learn what your neighbors are doing to deal with this new bug on the block. Short presentations will precede a round table discussion giving you perspectives from municipalities dealing with EAB. Learn why some communities have chosen to treat for EAB while others have not. Get the scoop on pre-emptive removal efforts and learn how to get along with your neighbors using collaborative efforts to take a bite out of EAB.

1:30 – 3:30 **Introductory** – **Pruning Basics – Small, Medium and Large Trees** – *Mike Wendt*

Proper tree pruning starts with an understanding of defects in older trees and knowing how to correct these defects at an earlier age. The ANSI A-300 pruning objectives and specifications will be highlighted through examples during this fast-paced presentation.

CEUs: A=2, Bp=2, M=2, T=2

2:30 – 3:30 **Session A** – **Reaching for Customer Satisfaction in Tough Times** – *Saul Lopez*

We Energies' strategy for attaining high levels of customer satisfaction with our tree trimming work in an age of many challenges: low economy, decreasing services from municipalities, and threats of invasive species.

CEUs: A=1, Bm=1, M=1

CEUs



CEU credits available for all sessions:

- ◆ ISA Certified Arborist
- ◆ NPRA Certified Park and Recreation Professional

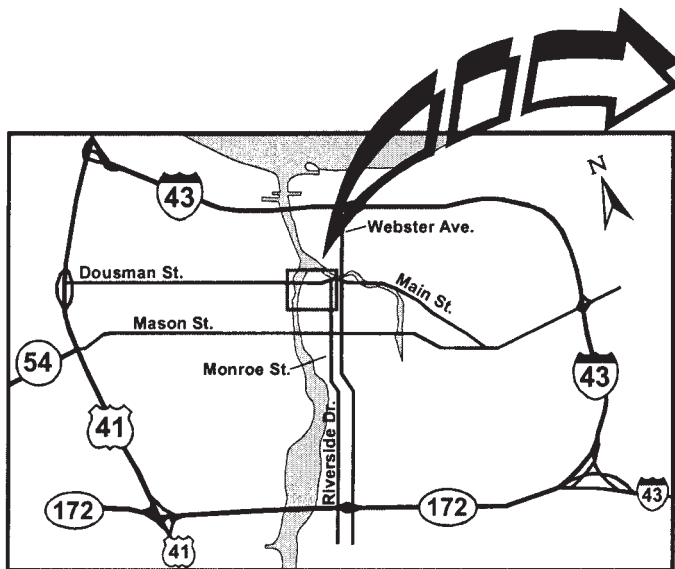
ISA CEUs Availability Key

- A — Certified Arborist
- T — Certified Tree Worker
- U — Utility Specialist
- M — Municipal Specialist
- Bs — BCMA science
- Bm — BCMA management
- Bp — BCMA practice

Directions to Hotel Sierra Green Bay and the KI Convention Center

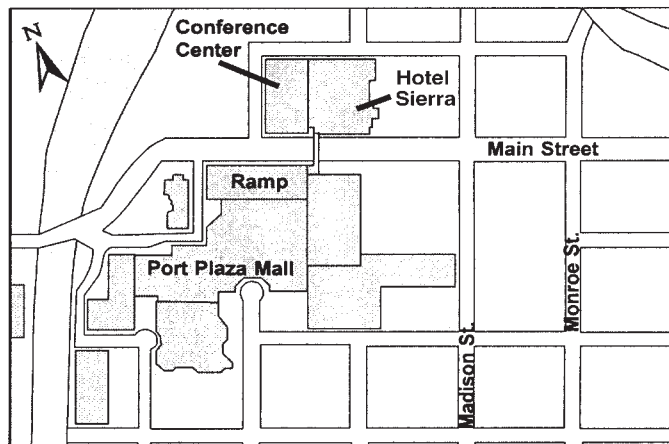
From Minneapolis/Eau Claire/Wausau (Hwy. 29): Hwy. 29 to Monroe Avenue, turn left and follow to Main Street, turn left on Main, hotel is 2 blocks on the right.

From Madison (Hwy. 151, 41): Hwy. 151 East to Hwy. 41 North (at Fond du Lac) to Hwy. 172 East, exit onto Riverside Drive and turn right (Riverside Drive turns into Monroe), Monroe to Main Street (about 3 miles), turn left on Main Street, hotel is 2 blocks on the right.



From Stevens Point & Wisconsin Rapids (Hwy. 54): Hwy. 54 into Green Bay (Mason Street), cross the Fox River, take the first exit (downtown exit – Madison Street), stay in right lane and follow to Main Street, hotel is on the corner of Main and Madison Streets.

From Milwaukee & Illinois (I-43): I-43 North to Webster Avenue (Exit #187), turn left on Webster, go to Main Street (3rd set of lights) and turn right, hotel is 2 blocks on the right.



Guests of Sierra Hotel should park in the hotel parking lot. If this lot is full, park in the ramp across Main Street from the hotel and bring your parking stub to the hotel desk. They will validate it so you will not have to pay for parking. (Note: this applies to overnight guests only.)



Registration — Please PRINT clearly, or if you prefer, register online at www.waa-isa.org.

Name _____

Address _____

City _____

State _____ Zip _____

Organization _____

Telephone _____

E-mail _____

Additional Employees: _____

Early-Bird Registration includes: all educational sessions, Sunday and Monday night receptions, Monday and Tuesday lunches.

One-day Registration includes: the educational sessions and meals for that day.

Which session will you attend on Sunday? ☐ A ☐ B ☐ C

Early Bird Registration: # _____ @ \$160 _____

Sunday Only Registration: # _____ @ \$70 _____

Monday Only Registration: # _____ @ \$85 _____

Tuesday Only Registration: # _____ @ \$75 _____

Late Registration Fee: # _____ @ \$20 _____

(additional cost if postmarked after January 19, 2010)

Full-time Students – daily rate: # _____ @ \$30 _____
(includes meals)

Full-time Students – full conference: # _____ @ \$75 _____
(includes meals)

Guest *meals only* – daily: # _____ @ \$30 _____

Guest *meals only* – full conference: # _____ @ \$90 _____

Vegetarian Meals Needed # _____

TOTAL: _____

Enclose a check for the total due, payable to the
Wisconsin Arborist Association.

Return this form and payment to:

Brian Pelot

N1737 Medina Dr., Greenville, WI 54942

NO REFUNDS AFTER JANUARY 19, 2010.
ABSOLUTELY NO REFUNDS ON MEALS.